

NEW ON 5TH

JUNE 2014 PROMOTIONS

HAVE YOU TRIED NEW BLONDE IDOL?

CUSTOMIZABLE CARE FOR BLONDE HAIR

REDKEN STYLING: BUY 1, GET 1 50% OFF!

STEAM INFUSION SPECIAL OFFER

#NOTABOXEDBLONDE



REDKEN

5TH AVENUE NYC

BECOME THE BLONDE AUTHORITY FROM BACKBAR TO RETAIL

Redken gives you everything you need to be the blonde authority! Take advantage of these limited time offers on haircolor and new **Blonde Idol** haircare.

WHILE
SUPPLIES
LAST



Give every client their most beautiful blonde! Visit Redken On Demand on Redken.com's professional site for new how-to videos.

BACKBAR OFFERS:

HAIRCOLOR SPECIAL: UP TO \$66.90 SAVINGS!

Limited to one offer per account

SALON OFFER

PURCHASE

- 36 Redken Haircolor shades or more (mix and match):
 - **Chromatics/Chromatics Beyond Cover** \$7.25 each
 - **Color Fusion/Cover Fusion** \$6.50 each
 - **Color Gels** \$5.35 each
 - **Shades EQ Gloss** \$4.95 each
 - **Shades EQ Cream/Cover Plus** \$5.40 each
 - **Redken For Men Color Camo** \$4.50 each

RECEIVE FREE

1 **Blonde Idol Merchandising Kit** featuring:

HAIRCOLOR SHADES FOR COOL BLONDES AND MORE

- 1 09V Platinum Ice **Shades EQ Gloss**
- 1 09T Chrome **Shades EQ Gloss**
- 1 12Av **Color Fusion**
- 1 **Color Stain Remover**

NEW BLONDE IDOL HAIRCARE

- 1 **Blonde Idol** Sulfate-Free Shampoo liter
- 1 **Blonde Idol** Custom-Tone Conditioner/violet 6.6 oz.
- 1 **Blonde Idol** BBB Spray 5 oz.
- 18 **Blonde Idol** Sulfate-Free Shampoo packettes

SUPPORT PIECES

- 1 **Blonde Idol** Technique Guide
- 1 **Blonde Idol** Service Menu
- 1 Consultation Swatch Tool—featuring tips for warm and cool blondes!



STYLIST OFFER

PURCHASE

- 12 Redken Haircolor shades (within the same brand):
 - **Chromatics/Chromatics Beyond Cover** \$7.25 each
 - **Color Fusion/Cover Fusion** \$6.50 each
 - **Color Gels** \$5.35 each
 - **Shades EQ Gloss** \$4.95 each
 - **Shades EQ Cream/Cover Plus** \$5.40 each
 - **Redken For Men Color Camo** \$4.50 each

RECEIVE FREE

1 BLONDE IDOL WARM BLONDE KIT

- 1 09G Vanilla Crème **Shades EQ Gloss**
- 1 09N Café au Lait **Shades EQ Gloss**
- 1 12Go **Color Fusion**
- 1 **Shades EQ** Processing Solution 8 oz.
- 1 30 vol. **Pro-oxide** Cream Developer 8 oz.
- 1 **Flash Lift** packette
- 1 **Blonde Idol** Technique Guide
- 1 **Blonde Idol** Service Menu

OR

1 BLONDE IDOL COOL BLONDE KIT

- 1 09V Platinum Ice **Shades EQ Gloss**
- 1 09T Chrome **Shades EQ Gloss**
- 1 12Av **Color Fusion**
- 1 **Shades EQ** Processing Solution 8 oz.
- 1 30 vol. **Pro-oxide** Cream Developer 8 oz.
- 1 **Flash Lift** packette
- 1 **Blonde Idol** Technique Guide
- 1 **Blonde Idol** Service Menu



SALON PRICE

\$162.00-\$261.00

\$228.90-\$327.90 value (\$66.90/29% savings)

STYLIST PRICE

\$54.00-\$87.00

\$78.39-\$111.39 value (\$24.39/up to 31% savings)

RETAIL OFFERS:

SALON OFFER

PURCHASE

Blonde Idol Complete Salon Package

Includes:



WHILE SUPPLIES LAST



1 SALON COUNTER DISPLAY (products included in salon kit)

2 Customized Stylist Kits for Cool Blonde

1 Customized Stylist Kit for Warm Blonde

1 BLONDE IDOL SALON KIT featuring:

- > 2 Blonde Idol Sulfate-Free Shampoo 10.1 oz.
- > 2 Blonde Idol Custom-Tone Conditioner/violet 6.6 oz.
- > 2 Blonde Idol Custom-Tone Conditioner/gold 6.6 oz.
- > 2 Blonde Idol BBB Spray 5 oz.
- > 2 Blonde Idol Mask 8.5 oz.
- > 1 Blonde Salon Menu
- > 2 Conditioner & BBB Spray T-Stand Easels
- > 1 Conditioner Usage Card

MY BUSINESS TOOLBOX

SALON PRINT CENTER

Download and print promotional materials for your salon at Redken.com/mybusinesstoolbox. Your first step to increasing retail sales!

SALON PRICE

\$150.00

\$211.00 salon value (\$61.00/29% savings)

STYLIST/CLIENT OFFER

PURCHASE

Blonde Idol Customized Stylist/Client Kit at a discount

Choose from:



CUSTOMIZED STYLIST/CLIENT KIT FOR COOL BLONDES featuring:

- 1 Blonde Idol Sulfate-Free Shampoo 10.1 oz.
- 1 Blonde Idol Custom-Tone Conditioner/violet 6.6 oz.
- 1 Blonde Idol BBB Spray mini 1 oz.
- 1 Conditioner usage card



CUSTOMIZED STYLIST/CLIENT KIT FOR WARM BLONDES featuring:

- 1 Blonde Idol Sulfate-Free Shampoo 10.1 oz.
- 1 Blonde Idol Custom-Tone Conditioner/gold 6.6 oz.
- 1 Blonde Idol BBB Spray mini 1 oz.
- 1 Conditioner usage card

CLIENT PRICE

\$44.00

\$60.00 client value (\$16.00/27% savings)

STYLIST PRICE

\$22.00

\$30.00 salon value (\$8.00/27% savings)

REDKEN STYLING FAVORITES BUY 1, GET 1 50% OFF!

Discover amazing savings on a great selection of Redken Styling favorites—pass the savings on to clients and watch your retail sales rise!

SALON/CLIENT OFFER

PURCHASE AT DISCOUNT

1 Redken Styling “Buy 1, Get 1 50% Off” Banded Duo

CHOOSE FROM:

PILLOW PROOF BLOW DRY EXPRESS PRIMER

Reduce blow-dry time and protect from heat

Includes:

2 Pillow Proof Blow Dry express primer 5.7 oz.



STYLIST PRICE

\$16.50

\$22.00 stylist value
(\$5.50/25% savings)

CLIENT PRICE

\$33.00

\$44.00 client value
(\$11.00/25% savings)

GUTS 10

Get maximum volume

Includes:

2 guts 10 volume spray foam 10.58 oz.



STYLIST PRICE

\$12.75

\$17.00 stylist value
(\$4.25/25% savings)

CLIENT PRICE

\$25.50

\$34.00 client value
(\$8.50/25% savings)

MESS AROUND 10

Tousled texture & separation

Includes:

2 mess around 10 disrupting cream-paste 1.7 oz.



STYLIST PRICE

\$14.25

\$19.00 stylist value
(\$4.75/25% savings)

CLIENT PRICE

\$28.50

\$38.00 client value
(\$9.50/25% savings)

CONTROL ADDICT 28

Highest hold, ultimate brushability

Includes:

2 control addict 28 extra high-hold hairspray 11 oz.



STYLIST PRICE

\$15.00

\$20.00 stylist value
(\$5.00/25% savings)

CLIENT PRICE

\$30.00

\$40.00 client value
(\$10.00/25% savings)

BUY 5 PERMS, GET 1 FREE

SALON OFFER

PURCHASE

Any 5 permanent texturizing products and get 1 FREE (mix and match)

Choose from:



ALKALINE

Vector Plus

\$5.00

Vector Plus

Extra Body

\$5.00



ACID

Inner Secret

\$6.00

Creative Curl

Fine/Limp

\$6.00

Creative Curl

Normal Resistant

\$6.00

SALON/STYLIST PRICE

\$25.00-30.00

\$30.00-\$36.00 salon value (\$5.00-\$6.00/17% savings)

NOW INCLUDING CHROMATICS AND SHADES EQ CREAM!

REDKEN HAIRCOLOR HIDDEN GEMS

DISCOVER THE SHADES TO HELP YOU SOLVE EVERY HAIRCOLOR CHALLENGE

Thousands of stylists have already discovered **Redken Haircolor's Hidden Gems** – have you? Take advantage of this offer and solve your biggest haircolor challenges!

	WHAT DOES IT MEAN?	COLOR FUSION	COLOR GELS	CHROMATICS	SHADES EQ GLOSS	SHADES EQ CREAM/COVER PLUS
THE CHALLENGE	Too brassy/warm?	7Ag, 6Ab, 12Av, 5T	6GN, 4NA, 7NA, 10NA, Clear	6Ag (6.17), 8Aa (8.11), 9Ab (9.1), Clear	09B, 09T, 08GN, 07V, Crystal Clear	09V, 09NA, 07NGr
	Too flat?	7Cr, 5Gg, 12Go, Hi-Fusion Orange	7RO, 9GB, 4WG	09C (9.4), 10Av (10.21), 10G (10.3), Clear	08GG, 04WG, 06AA, 09RB	9WB, 08Gi, 7G, Cover Plus Clear
	Weak coverage?	5Gg, 5Bc, 4Mv	4WG, 7NG	5Vb (5.25), 4Gb (4.31)	08GG, 04WG	4M, 7G
	Lacks vibrancy?	7Cr, 12Go, Hi-Fusion Orange	7NG, 5RV, 7RO, 9GB, Clear	6Vr (6.26), 9C (9.4), 10G (10.3), Clear	08GG, 06AA, 03RV, 09RB, Crystal Clear	07RR, 06C, Cover Plus Clear

SALON OFFER Offer limited to 1 per account.

PURCHASE

4 **Hidden Gems** Shades plus 20 or more additional Redken Haircolor shades (mix and match)

CHOOSE FROM:

Shades EQ Gloss (\$4.95 each)

Shades EQ Cream/Cover Plus (\$5.40 each)

Color Gels (\$5.35 each)

Color Fusion (\$6.50 each)

Chromatics (\$7.25 each)

RECEIVE FREE

1 **Hidden Gems** Formula Guide 2.0

1 Apron



SALON PRICE

\$118.⁸⁰-174.⁰⁰*

\$143.80-199.00 average salon value
(up to \$25.00/17% savings)

STYLIST OFFER

PURCHASE

3 **Hidden Gems** shades plus 6 or more additional Redken Haircolor shades (within the same brand)

CHOOSE FROM:

Shades EQ Gloss (\$4.95 each)

Shades EQ Cream/Cover Plus (\$5.40 each)

Color Gels (\$5.35 each)

Color Fusion (\$6.50 each)

Chromatics (\$7.25 each)

RECEIVE FREE

1 **Hidden Gems** Formula Guide 2.0

1 Bowl

1 Brush



STYLIST PRICE

\$44.⁵⁵-65.²⁵*

\$52.55-73.25 average salon value
(up to \$8.00/15% savings)

*Salon price, value and savings do not include Shades EQ Crystal Clear.

SPECIAL COMBO DEAL!

DISCOVER THE POWER OF STEAM INFUSION

Redken and Rowenta have combined their technology and expertise to develop **Steam Infusion**, a breakthrough steam straightening iron. Through a continuous flow of steam and the application of select Redken treatments, **Steam Infusion** propels conditioning ingredients deep into the hair for incredibly shiny, fortified results.

- **Boost service revenue** when you offer **Steam Infusion** as an add-on to blow-dry services
- **Increase retail sales** when you offer clients the NEW **Steam Infusion** take-home iron, plus Redken treatments to maximize results

SALON OFFER

PURCHASE

1 **Steam Infusion** Combo Deal at a discount

INCLUDES:

- 1 **Steam Infusion** Professional Iron
- 2 **Steam Infusion** Retail Irons
- 4 **Extreme Anti-Snap** 8.5 oz.
- 4 **Smooth Lock Stay Sleek** 5 oz.
- 2 **Diamond Oil Shatterproof Shine** 3.4 oz.
- 1 **Steam Infusion** Portable Station
- 1 Heat Mat
- 8 Clips
- 1 Stylist Guide

SALON PRICE

\$600.00

\$728.00 salon value (\$128.00/18% savings)



RETAIL PROFIT POTENTIAL*

TOTAL \$618.00

WHAT YOU GET	RETAIL PRICE	TOTAL PROFIT
2 Steam Infusion Retail Irons	\$200.00 each	\$400.00
4 Extreme Anti-Snap	\$17.50 each	\$70.00
4 Stay Sleek	\$17.00 each	\$68.00
2 Diamond Oil Shatterproof Shine	\$40.00 each	\$80.00

PRICE LIST

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
HAIRCARE					
SHAMPOOS (+)					
All Soft, Body Full, Clear Moisture, Color Extend, Extreme, Real Control, Smooth Lock					
10.1 oz.**	12	15.00	7.50	90.00	_____
Liters**	12	25.50	12.75	153.00	_____
Gallon	4	N.A.	26.50	106.00	_____
CONDITIONERS (+)					
All Soft, Body Full, Clear Moisture, Color Extend, Extreme, Real Control, Smooth Lock					
8.5 oz.**	12	16.00	8.00	96.00	_____
Liter**	12	30.50	15.25	183.00	_____
Gallon	4	N.A.	41.50	166.00	_____
SAMPLING					
SHAMPOO (+)					
All Soft, Body Full, Color Extend, Extreme, Real Control					
1.7 oz.**	50	5.00	2.50	125.00	_____
CONDITIONERS (+)					
All Soft, Body Full, Color Extend, Extreme, Real Control					
1 oz.**	100	5.00	2.50	250.00	_____
HAIRCARE DUO PACKETTES (BAGS OF 18)					
All Soft, Color Extend, Real Control					
0.7 oz.	14	N.A.	10.00	140.00	_____
TREATMENTS					
All Soft Heavy Cream softening rinse-out mask					
1 oz.**	100	5.00	2.50	250.00	_____
8.5 oz.**	12	17.00	8.50	102.00	_____
All Soft Argan-6 multi-care oil					
3 oz.	12	30.00	15.00	180.00	_____
All Soft Supple Touch softening cream-spray					
5 oz.**	12	17.00	8.50	102.00	_____
Body Full Instant Bodifier volumizing foam					
5 oz.**	12	17.00	8.50	102.00	_____
Body Full Volume Amplifier thickening lift spray					
5 oz.**	12	17.00	8.50	102.00	_____
Clear Moisture Instant Polishing Prep leave-in cutting and detangling lotion					
4.2 oz.	12	13.50	6.75	81.00	_____
Color Extend Rich Recovery protective treatment					
8.5 oz.**	12	17.00	8.50	102.00	_____
Extreme Anti-Snap leave-in treatment					
1.7 oz.**	50	5.00	2.50	125.00	_____
8.5 oz.	12	17.50	8.75	105.00	_____
Extreme CAT Treatment protein reconstructing treatment					
5 oz.**	12	17.00	8.50	102.00	_____
Extreme Strength Builder					
8.5 oz.**	12	17.00	8.50	102.00	_____
Extreme Strength Builder Plus					
8.5 oz.	12	17.00	8.50	102.00	_____
Real Control Intense Renewal super moisturizing mask					
1 oz.**	100	5.00	2.50	250.00	_____
8.5 oz.**	12	17.00	8.50	102.00	_____
Real Control Crema Care daily nourishing styling treatment					
8.5 oz.**	12	17.00	8.50	102.00	_____
Smooth Lock Butter Silk intensive rinse-out treatment					
8.5 oz.**	12	17.00	8.50	102.00	_____
Smooth Lock Heat Glide protective smoother					
5 oz.**	12	17.00	8.50	102.00	_____
Smooth Lock Stay Sleek leave-in cream					
5 oz.**	12	17.00	8.50	102.00	_____
Smooth Lock Step 1 Smooth Activator					
3.2 oz.	12	N.A.	14.85	178.20	_____
Smooth Lock Step 2 Smooth Sealer					
8.5 oz.	12	N.A.	12.00	144.00	_____
Pre Art					
Liter	12	N.A.	25.00	300.00	_____
BLONDE/IDOL					
Blonde Idol Shampoo*					
1.7 oz.	50	6.00	3.00	150.00	_____
10.1 oz.	12	18.00	9.00	108.00	_____
Liter	12	30.00	15.00	180.00	_____
Blonde Idol Custom-Tone Conditioner/Violet*					
6.6 oz.	12	32.00	16.00	192.00	_____
Blonde Idol Custom-Tone Conditioner/Gold*					
6.6 oz.	12	32.00	16.00	192.00	_____
Blonde Idol Mask*					
1 oz.	100	6.00	3.00	300.00	_____
8.5 oz.	12	20.00	10.00	120.00	_____
Blonde Idol BBB Spray*					
1 oz.	100	10.00	5.00	500.00	_____
5 oz.	12	19.00	9.50	114.00	_____

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
DIAMOND OIL					
Diamond Oil Shampoo					
1.7 oz.**	50	6.00	3.00	150.00	_____
10.1 oz.	12	18.00	9.00	108.00	_____
Liter	12	30.00	15.00	180.00	_____
Diamond Oil Conditioner					
1 oz.**	100	6.00	3.00	300.00	_____
8.5 oz.	12	19.00	9.50	114.00	_____
Liter	12	34.00	17.00	204.00	_____
Diamond Oil Deep Facets intensive treatment					
1 oz.**	100	6.00	3.00	300.00	_____
8.5 oz.	12	20.00	10.00	120.00	_____
Diamond Oil Shatterproof Shine					
3.4 oz.	12	40.00	20.00	240.00	_____
Diamond Oil Shatterproof Shine intense					
3.4 oz.	12	40.00	20.00	240.00	_____
COLOR EXTEND MAGNETICS					
Color Extend Magnetics Shampoo*					
1.7 oz.	50	6.00	3.00	150.00	_____
10.1 oz.	12	18.00	9.00	108.00	_____
Liter	12	30.00	15.00	180.00	_____
Color Extend Magnetics Conditioner*					
1 oz.	100	6.00	3.00	300.00	_____
8.5 oz.	12	19.00	9.50	114.00	_____
Liter	12	34.00	17.00	204.00	_____
Color Extend Magnetics Deep Attraction Mask*					
1 oz.	100	6.00	3.00	300.00	_____
8.5 oz.	12	20.00	10.00	120.00	_____
CURVACEOUS					
HAIRCARE					
Curvaceous Cream Shampoo					
1.7 oz.	50	6.00	3.00	150.00	_____
10.1 oz.	12	18.00	9.00	108.00	_____
Liter	12	30.00	15.00	180.00	_____
Curvaceous Conditioner					
1 oz.	100	6.00	3.00	300.00	_____
8.5 oz.	12	19.00	9.50	114.00	_____
Liter	12	34.00	17.00	204.00	_____
Curvaceous Curl Dive nourishing mask					
.68 oz.	120	6.00	3.00	360.00	_____
6.1 oz.	6	20.00	10.00	60.00	_____
STYLING					
Curvaceous Wind Up reactivating spray					
1.0 oz.	70	6.00	3.00	210.00	_____
5 oz.	6	18.00	9.00	54.00	_____
Curvaceous Ringlet perfecting lotion					
1.0 oz.	100	6.00	3.00	300.00	_____
6 oz.	6	18.00	9.00	54.00	_____
Curvaceous Wave Ahead texturizing mousse					
2.3 oz.	24	6.00	3.00	72.00	_____
4.7 oz.	12	18.00	9.00	108.00	_____
Curvaceous Full Swirl cream serum					
1.0 oz.	48	6.00	3.00	144.00	_____
5 oz.	12	19.00	9.50	114.00	_____
INTRA FORCE					
SYSTEM 1 NATURAL					
Shampoo					
9.8 oz.	12	16.00	8.00	96.00	_____
Liter	12	36.00	18.00	216.00	_____
Toner					
8.3 oz.	12	17.00	8.50	102.00	_____
Liter	12	45.00	22.50	270.00	_____
Scalp Treatment					
5.1 oz.	12	25.00	12.50	150.00	_____
Starter Kit					
6	6	39.00	19.50	117.00	_____
SYSTEM 2 COLOR TREATED					
Shampoo					
9.8 oz.	12	16.00	8.00	96.00	_____
Liter	12	36.00	18.00	216.00	_____
Toner					
8.3 oz.	12	17.00	8.50	102.00	_____
Liter	12	45.00	22.50	270.00	_____
Scalp Treatment					
5.1 oz.	12	25.00	12.50	150.00	_____
Starter Kit					
6	6	39.00	19.50	117.00	_____
TREATMENTS					
Micro Boost					
2.8 oz.	12	45.00	22.50	270.00	_____
Hair Advance					
.24 oz. x 10	6	45.00	22.50	135.00	_____
STYLING					
Hair Densifier Styling Foam					
8.5 oz.	12	15.00	7.50	90.00	_____
IN SALON SERVICES					
Scalp Stimulate					
.85 oz. x 6	12	N.A.	20.00	240.00	_____

*In addition to increased service revenue from Professional Iron

PUREOLOGY EXCLUSIVE PRICE LIST

Product	Case Qty.	Retail* Price	Salon Price	Salon Case Price
HYDRATE				
Hydrate Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
64.0 oz.	6	\$75.00	\$37.50	\$225.00
Hydrate Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
64.0 oz.	6	\$85.00	\$42.50	\$255.00
Hydrate Light Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Hydrate Hydra Whip				
5.2 oz.	12	\$50.00	\$25.00	\$300.00
Hydrate Hydra Cure				
5.2 oz.	12	\$50.00	\$25.00	\$300.00
Hydrate Shine Max				
4.2 oz.	12	\$26.00	\$13.00	\$156.00

PURE VOLUME

Pure Volume Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
64.0 oz.	6	\$75.00	\$37.50	\$225.00
Pure Volume Extra Care Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
Pure Volume Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
64.0 oz.	6	\$85.00	\$42.50	\$255.00
Pure Volume Blow Dry Amplifier				
1.0 oz.	24	\$7.00	\$3.50	\$84.00
8.5 oz.	12	\$22.00	\$11.00	\$132.00
Pure Volume Instant Levitation Mist				
1.0 oz.	75	\$9.00	\$4.50	\$337.50
4.9 oz.	12	\$26.00	\$13.00	\$156.00

SUPER SMOOTH

Super Smooth Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
Super Smooth Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Super Smooth Relaxing Hair Masque				
5.2 oz.	12	\$50.00	\$25.00	\$300.00
Super Smooth Relaxing Serum				
5 oz.	12	\$24.00	\$12.00	\$144.00
Super Smooth Smoothing Cream				
6.8 oz.	12	\$24.00	\$12.00	\$144.00

REVIVING RED

Reviving Red Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Reviving Red Reflective Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Reviving Red Illuminating Caring Oil				
4.2 oz.	12	\$32.00	\$16.00	\$192.00
1.0 oz.	80	\$10.00	\$5.00	\$375.00
Reviving Red Red Reflect Enhancer				
Set of 4 .34 oz. tubes	12	\$40.00	\$20.00	\$240.00
Reviving Red Copper Reflect Enhancer				
Set of 4 .34 oz. tubes	12	\$40.00	\$20.00	\$240.00

Product	Case Qty.	Retail* Price	Salon Price	Salon Case Price
STRENGTH CURE				
Strength Cure Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
Strength Cure Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Strength Cure Split End Salve				
0.5 oz.	48	\$10.00	\$5.00	\$240.00
1.7 oz.	12	\$28.00	\$14.00	\$168.00
Strength Cure Fabulous Lengths				
1.0 oz.	80	\$10.00	\$5.00	\$400.00
3.4 oz.	12	\$28.00	\$14.00	\$168.00
Strength Cure Masque				
5.2 oz.	12	\$50.00	\$25.00	\$300.00

PERFECT 4 PLATINUM

Perfect 4 Platinum Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00
Perfect 4 Platinum Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Perfect 4 Platinum Reconstruct Repair Masque				
6.8 oz.	12	\$35.00	\$17.50	\$210.00
Perfect 4 Platinum Miracle Filler Treatment				
0.5 oz.	48	\$5.00	\$2.50	\$120.00
4.9 oz.	12	\$26.00	\$13.00	\$156.00

NANO WORKS

Nano Works Shampoo				
1.7 oz.	24	\$15.00	\$7.50	\$180.00
8.5 oz.	12	\$54.00	\$27.00	\$324.00
33.8 oz. (w/pump)	6	\$124.00	\$62.00	\$372.00
Nano Works Condition				
1.7 oz.	24	\$15.00	\$7.50	\$180.00
8.5 oz.	12	\$58.00	\$29.00	\$348.00
33.8 oz. (w/pump)	6	\$128.00	\$64.00	\$384.00

PRECIOUS OIL

Precious Oil Shampoo				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Precious Oil Condition				
1.7 oz.	24	\$7.50	\$3.75	\$90.00
8.5 oz.	12	\$29.00	\$14.50	\$174.00
33.8 oz.	6	\$64.00	\$32.00	\$192.00
Precious Oil Softening Hair Masque				
5.2 oz.	12	\$50.00	\$25.00	\$300.00
Precious Oil Versatile Caring Oil				
1.0 oz.	75	\$12.00	\$6.00	\$450.00
4.2 oz.	12	\$40.00	\$20.00	\$240.00

PURIFY

Purify Shampoo				
8.5 oz.	12	\$27.00	\$13.50	\$162.00
33.8 oz.	6	\$62.00	\$31.00	\$186.00

COLOR FANATIC

Colour Fanatic				
1.0 oz.	80	\$6.00	\$3.00	\$240.00
6.7 oz.	12	\$24.00	\$12.00	\$144.00
13.5 oz.	12	\$36.00	\$18.00	\$216.00

Product	Case Qty.	Retail* Price	Salon Price	Salon Case Price
COLOUR STYLIST				
Colour Stylist Silk Bodifier				
2.2 oz.	24	\$9.00	\$4.50	\$108.00
8.4 oz.	12	\$26.00	\$13.00	\$156.00
Colour Stylist Nourishing Nectar				
5.1 oz.	12	\$28.00	\$14.00	\$168.00
Colour Stylist Anti Split Blow Dry				
6.5 oz.	12	\$30.00	\$15.00	\$180.00
Colour Stylist Cuticle Polisher				
3.4 oz.	12	\$28.00	\$14.00	\$168.00
Colour Stylist Illuminating Curl				
5.1 oz.	12	\$26.00	\$13.00	\$156.00
Colour Stylist Anti Breakage Twist				
2.5 oz.	12	\$26.00	\$13.00	\$156.00
Colour Stylist Root Lift				
2.0 oz.	24	\$9.00	\$4.50	\$108.00
10 oz.	12	\$24.00	\$12.00	\$144.00
Colour Stylist Strengthening Control				
2.1 oz.	24	\$9.00	\$9.00	\$108.00
11.0 oz.	12	\$26.00	\$26.00	\$156.00
Colour Stylist Supreme Control				
2.1 oz.	24	\$9.00	\$4.50	\$108.00
11.0 oz.	12	\$26.00	\$13.00	\$156.00
Colour Stylist Control Twist Wax				
1.0 oz.	80	\$9.00	\$4.50	\$360.00
3.4 oz.	12	\$26.00	\$13.00	\$156.00
Colour Stylist Lustrous Volumizer				
5.2 oz.	12	\$24.00	\$12.00	\$144.00
Colour Stylist Density Definer Wax				
1.7 oz.	12	\$24.00	\$12.00	\$144.00
Colour Stylist Piecing Sculpt Wax				
3.4 oz.	24	\$24.00	\$12.00	\$288.00

FRESH APPROACH

Fresh Approach Dry Shampoo				
4.2 oz.	6	\$24.00	\$12.00	\$72.00
Fresh Approach Dry Condition				
1.3 oz.	24	\$9.00	\$4.50	\$108.00
4.3 oz.	12	\$24.00	\$12.00	\$144.00

HIGHLIGHT STYLIST

Highlight Stylist Gold Definer				
1.0 oz.	48	\$11.00	\$5.50	\$264.00
5.1 oz.	12	\$28.00	\$14.00	\$168.00
Highlight Stylist Bodifying Luminator				
1.5 oz.	24	\$11.00	\$5.50	\$132.00
5.0 oz.	12	\$28.00	\$14.00	\$168.00
Highlight Stylist Sea-Kissed Texturizer				
1.0 oz.	80	\$11.00	\$5.50	\$440.00
4.2 oz.	12	\$28.00	\$14.00	\$168.00

ACCESSORIES & MERCHANDISING

Pureology Cutting Cape	1	N/A	\$21.50	N/A
Pureology Apron	1	N/A	\$21.50	N/A
Pureology Purple Client Cape	1	N/A	\$20.00	N/A
Mini Acrylic Promo Stand	1	N/A	\$10.00	N/A
Acrylic Block	1	N/A	\$20.00	N/A
Acrylic Permanent Shelf Talkers (set of 4)	1	N/A	\$12.00	N/A
Pureology Reusable Large Bag	1	N/A	\$2.50	N/A
Pureology Reusable Small Bag	1	N/A	\$1.50	N/A
Pureology Bowl	1	N/A	\$8.00	N/A
Pureology Brush	1	N/A	\$6.00	N/A
Pureology Spoon	1	N/A	\$6.00	N/A
Pureology Comb	1	N/A	\$6.00	N/A
Colour Stylist Combs Set	2	N/A	\$8.00	N/A
Pureology Liter Pump	1	N/A	\$1.63	N/A
Pureology Banner	1	N/A	\$25.00	N/A
Pureology Table Top Display	1	N/A	\$20.00	N/A
Pureology Client Bags	1	N/A	\$1.00	N/A
Pureology Paper Shelf Talkers	1	N/A	\$3.00	N/A
Pureology Prescription Tear Pad	1	N/A	\$3.00	N/A



PURE REWARDS

NEW FOR 2014!

REWARD YOURSELF WITH COMPLIMENTARY BACKBAR

Stock your backbar with free product! Our new **Backbar Rewards** give you **20% of your haircare purchases back in free backbar*** product when you carry at least **7 haircare lines**.

When you give clients a first hand experience with Pureology haircare at the backbar, they'll want to continue the luxury at home with a retail purchase.

Ask your sales consultant how to enroll!



*Includes liters, half gallons, Colour Fanatic station size and pumps. Must redeem a minimum of 3 different systems

LITER EXCLUSIVE

20% OFF ALL SHAMPOO AND CONDITION LITERS

Stock your backbar with Pureology and reward your loyal clients with 20% off liters.

PURCHASE AT A 20% DISCOUNT

1 Shampoo 33.8 oz. OR 1 Condition 33.8 oz.

CHOOSE FROM:



HYDRATE®

STRENGTH CURE

PURE VOLUME®

SUPER SMOOTH™

REVIVING RED

PERFECT 4 PLATINUM™

PRECIOUS OIL

PURIFY



NANO WORKS

SHAMPOO
AVERAGE SALON PRICE

\$24.80

\$31.25 salon value (\$6.45/21% savings)

CONDITION
AVERAGE SALON PRICE

\$25.60

\$32.00 salon value (\$6.40/20% savings)

AVERAGE CLIENT PRICE

\$49.60*

\$62.50 client value (\$12.90/21% savings)

AVERAGE CLIENT PRICE

\$51.20

\$64.00 client value (\$12.80/20% savings)

PURCHASE

1 Nano Works Shampoo 33.8 oz. or
1 Nano Works Condition 33.8 oz

SHAMPOO
SALON PRICE

\$49.60

\$61.00 salon value
(\$11.40/19% savings)

CONDITION
SALON PRICE

\$51.20

\$64.00 salon value
(\$12.80/20% savings)

CLIENT PRICE

\$99.20

\$122.00 client value
(\$22.80/19% savings)

CLIENT PRICE

\$102.40

\$128.00 client value
(\$25.60/20% savings)

97% Stronger Hair After Only One Use*

INVITE YOUR CLIENTS TO TRY NEW STRENGTH CURE

Discover **Strength Cure** for micro-scarred, damaged colour-treated hair.

- ⊕ Exclusive **AntiFade Complex**® helps protect colour
- ⊕ **ZeroSulfate**® shampoos cleanse gently without stripping colour
- ⊕ **Asta-Repair** with astaxanthin, a powerful nature-derived antioxidant, plus keravis, ceramide and arginine to help heal and repair
- ⊕ Signature aromatherapy blend of lavender, honey, peach and vanilla

Try a **Strength Cure** kit and make your hair strong and soft, inside and out!



SALON/CLIENT OFFER

PURCHASE AT A DISCOUNT

1 Strength Cure Kit

Kit includes:

- 1 **Strength Cure** Shampoo 8.5 oz.
- 1 **Strength Cure** Condition 8.5 oz.
- 1 **Strength Cure** Split End Salve Petite 0.5 oz.
- 1 **Strength Cure** Fabulous Lengths Petite 1 oz.



\$38
VALUE

SALON PRICE

\$28.00

\$38.00 salon value (\$10.00/26% savings)

CLIENT PRICE

\$56.00

\$76.00 client value (\$20.00/26% savings)

*Based on a brushing test after one use of Strength Cure Shampoo, Condition and Split End Salve



PUREOLOGY EXCLUSIVE

JUNE 2014 • PROMOTIONS

STRENGTH CURE CLIENT KITS

20% OFF LITERS